

DT Research Digital Signage Solution Illuminates IKEA Kuwait Multi Screen Appliances Deployed in Food Service Area



"The whole DT Research system works perfectly from 9:00am to 12:00am every day. It really helps to heat up our promotions. We are completely satisfied with the DT signage solution" – Mr. Noman Sarwar, Food and Beverage Manager, IKEA Kuwait.

IKEA is the world's largest furniture retailer, and has 332 stores in 38 countries. IKEA Kuwait was established in 1984 by Al-Homaizi Limited.

The Challenge

Many IKEA stores include restaurants that serve traditional Swedish food. After the restaurant was installed in the Kuwait IKEA, thousands of customers visit the food service area after shopping. The IKEA staff needed an easy-to-update medium to inform customers of the different food menus and services. Using traditional printed posters or light box advertising would have required more monetary and time resources, including additional staff time to replace posters on a continual basis.

The Solution

IKEA Kuwait wanted to set up large screens in cabinets to continuously display dynamic food advertisements in the restaurant area. To drive those screens called for powerful and durable signage players that can drive multiple screens at the same time as well as flexible content management software. IKEA Kuwait chose DT Research's Multi Screen Appliances with the WebDT Content Manager software for their advertising project.

The DT Research Multi Screen Appliances can power multiple screens with full high-

definition for digital signage applications. Featuring powerful and energy-efficient Intel processors and individual graphic cards, the DT Research Multi Screen Appliances include the latest graphics technology for high-quality video, and are capable of driving up to 16 screens simultaneously.

To remotely manage the advertising and menu content, the WebDT Content Manager software provides inclusive tools to schedule content files and create the layout designs for the media files displayed on the digital signs. With the WCM software, the IKEA Kuwait network manager can manage how and when content files are played on their digital signage network from any location. The software can also be used to schedule the timing of power for the DT player appliances and the downloading of content, for optimal resource management. The WebDT Content Manager streamlines operations, enhances security, and offers scalability and rich feature sets.

Results

After deploying the DT Research digital signage solution in the dining area, IKEA Kuwait not only offers attractive and dynamic advertising and information to their customers, but they have also achieved an effective, remotely-manageable digital signage platform.



DT Research Multi Screen Appliance

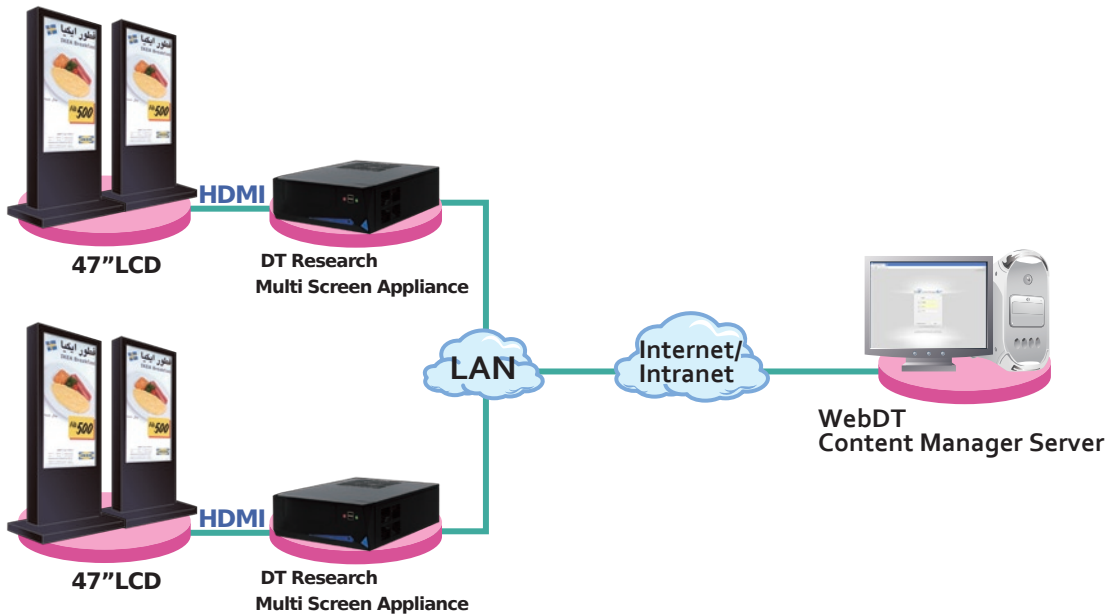
- **Reduce Operation Costs**
Now, IKEA IT members can remotely manage and publish the advertising content. Time-sensitive promotions can be updated immediately without onsite personnel support. And the stable system operations reduces the costs to maintain the hardware. The DT Research solution saves staff time, maintenance efforts, and management costs.
- **Enhanced Advertising Effects**
The DT Research Multi Screen Appliances with large displays provide IKEA Kuwait a stunning digital medium to promote products, services, and branding. With the high quality and

reliability of the DT Research signage network, IKEA Kuwait has established its outstanding reputation among customers, and experienced a resulting revenue increase. "The whole DT Research system works perfectly from 9:00am to 12:00am every day." Mr. Norman, Food and Beverage Manager in IKEA Kuwait noted, "It really helps to heat up our promotions. We are completely satisfied with the DT signage solution."

For more information about the DT Research Signage System, visit <http://signage.dtri.com>



System Architecture



About DT Research



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DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The DT Research family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. DT Research products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, DT Research devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and Device Manager software. For more information, visit <http://www.dtresearch.com>

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